

New Way Found To Give Up Smoking – Naturally

Scientists Develop New Tobacco-less Smokes

AFTER 28 YEARS OF RESEARCH, laboratory testing, clinical trials and pilot production, scientists have perfected a new "smoke" made without any tobacco whatsoever. This major breakthrough has been acclaimed as the most significant advancement in solving the smoking problem.

No Nicotine

To solve the problem of eliminating nicotine, the scientists researched various vegetable sources and settled on whole-some lettuce as a means of developing a satisfying smoke that would replace tobacco cigarettes altogether. A patented process is utilized to give the product a taste and aroma that pleases even the heaviest smoker.

Well I found out that I wasn't addicted to nicotine like I thought I was." P.B., Richmond Hill, N.M.

"It's almost unbelievable that they could taste so nice, and still be free of nicotine." V.T.B., Seattle, WA.

The team of scientists, led by P.C. Torigian, R.Ph., D.Sc. then embarked on a full scale testing program. These tests confirmed that when people smoked nicotine-free BRAVO they gradually lost their craving and desire to smoke altogether. Their smoking habit subsided naturally, easily and gradually – without the usual withdrawal symptoms. The tests were conducted by such respected institutions as Lankenau Hospital, Philadelphia; Roswell Park Cancer Memorial Institute, Buffalo, NY; Philadelphia General Hospital; University of Michigan, Ann Arbor. These tests prove that BRAVO is indeed a safer smoke.

"My doctor has recommended them" C.W., Gainseville, TX.

"My doctors have been working with this store wish for me to get BRAVO as they strongly recommend them." J.B. Mc., Winnie, Texas.

4 out of 5 Smokers Helped

In recent tests, it was found that 4 out of 5 people using BRAVO either cut down their smoking or gave the habit up completely. What's more, people who successfully smoked their way out of their habit, found that they did not become nervous, and did not substitute compulsive eating for smoking and gain a great deal of weight.

"I'm very pleased with BRAVO. I am smoking much less and feel much better." M.B., Cranbury, N.J.

"THEY ARE GREAT! THANK GOD! I have sincerely enjoyed smoking BRAVO. I have introduced them to a number of my friends who are very heavy smokers, and they too have enjoyed them. One particular light smoker, used a half a pack and quit completely." C.T.

Patented Process

The "BRAVO PROCESS" has already been awarded a U.S. Patent while other patents are pending. This Ultra-Tech pro-

cess enhances natural enzyme activity on the lettuce leaves to change their taste and odor characteristics. In this way the harmless lettuce acquires a tobacco-like appearance.

"I enjoy the taste and aroma, the lack of unpleasant after taste and the knowledge that there is no nicotine in BRAVO. Again my congratulations." E.N. McF., Ontario, Canada.

Ends Nicotine Craving

"I have not used tobacco to any extent since I opened the first pack. By the time I used one carton, I had no more appetite for cigarettes." C.L.W.

"After finishing the first pack of BRAVO, I tried one of my old brand. Terrible! I couldn't go back. Within a week I stopped completely." M. Conway, Pittsburgh, PA.

"I have started smoking your BRAVO's and like them very much... I don't want to go back to tobacco...People that I have let smoke a BRAVO are raving about them..." K.A., Houston, Texas.

BRAVO's "Survival Kit"

To help the smoker quit, the BRAVO scientists have assembled a "Survival Kit" which contains everything needed to start you on your quit smoking program.

"I was smoking nearly 3 packs a day – and have not had a cigarette or a BRAVO for over a month now and feel that I can honestly count myself in the ranks of ex-smokers" M.O.

PLEASE SEE COUPON ON BACK!

Our Happy Quitters

"Since your cigarettes have been available, we have been smoking them and find better nerves, no dopey morning feeling, etc." Geo. R. Simons, Pittsburgh, PA.

"I quit smoking after eleven cartons of BRAVO cigarettes. I said I'd pay \$1,000 to quit smoking but with BRAVO it cost me a lot less." Helen Stein, Ionia, MI.

"I have known a lady that smoked for 40 years. After being on four cartons of BRAVO even her family couldn't believe she could stop. She did." H.J., Millington, NJ.

Where to Purchase BRAVO

In order to make it immediately available to those who need to quit urgently, BRAVO is now available only directly from the factory. See back coupon. BRAVO is not yet available in stores in your area.

NO WARNING REQUIRED BY SURGEON GENERAL

PM3000831012

"SMOKERS' SIGNALS"

"Don has tried pills, gum and lozengers to cut down or stop smoking, nothing worked until he sent for two cartons of your no tobacco cigarettes. With the help of BRAVO's Don has stopped smoking all cigarettes." Mrs. D.P., Boscobel, WI.

"I have tried many ways to quit smoking but until your cigarettes never was successful." Dan Vornea, Bethpage, NY.

"I have been smoking five weeks and feel like a different person as I have heart trouble." O.F., Anson, Texas.

BRAVO helped me tremendously to stop this filthy habit of smoking. Most natural way to quit." M.L.

As I suffer bronchitis I find your cigarettes useful, as I have given up smoking ordinary cigarettes." V. Swackey, Southgate, London, England.

"My husband has been smoking them and has finally quit coughing..." M. Nelson, Red Oak, Iowa.

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BY SURGEON GENERAL**

The price of the starter kit is \$37.50 (cost of the two cartons). Plus \$3.50 for shipping and handling. NJ and PA residents add \$2.25 Sales Tax.

COUPON

**I am committed to quit nicotine!
Please send a "BRAVO KIT" to:**

Name: _____

Address: _____

City _____ State _____ Zip _____

Payment enclosed: ☐ Check ☐ VISA ☐ M.C. ☐ Amex

Card # _____ Exp. _____

Signature _____

Mail to: **SAFER SMOKES, INC.**
BOX 401 - Dept. HAM
Fort Lee, NJ 07024

24 hour toll-free telephone

1-800-64-BRAVO or 1-800-642-7286

In NJ: 201-592-0097

READY TO QUIT SMOKING CIGARETTES?

There are many ways offered for quitting:
Clinics, Groups, hypnosis, poison gum,
horrible tasting lozenges.

If you've tried them and are still smoking:

HERE'S GOOD NEWS FOR YOU!

SWITCH TO:

BRAVO
NON-NICOTINE

THE NEW SMOKE THAT HELPS
YOU QUIT NATURALLY